

**Chat Participants:** Kunnal Vii [REDACTED], Nate Barton [REDACTED]

[REDACTED], Nate Barton [REDACTED]

**Chat Start Date:** 05/17/23, 00:15:19 AM GMT

**Chat End Date:** 05/17/23, 23:28:08 PM GMT

**Service(s):** iMessage

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May 17, 2023

Nate Barton

hi latika Today

Latika Kirtane 2:38 PM  
hey nate what's up

Nate Barton 2:46 PM  
on your VLD fee email - I read it as moving to Craig's suggestion is the plan of record, we have figured most out most of the challenges, and we simply want their approval to move forward. is that how you're intending it to read?

1 1

Latika Kirtane 4:25 PM New  
Yes that's right. If execs are agreeable to using installs only, we may need to adjust the financial modeling to inform any recommendation to the price point for pricing committee.  
But need to get Jeff's feedback on whether this update is substantial without the solution to the identifier.

<<Attachment file name: IMG\_7253.jpeg >>

Sent: 05/17/23, 00:15:19 AM GMT

Service: iMessage

PLAINTIFF  
U.S. District Court - NDCAL  
4:20-cv-05640-YGR-TSH  
Epic Games, Inc. v Apple Inc.  
Ex. No. **CX-0264**

Date Entered \_\_\_\_\_  
By \_\_\_\_\_

you are right.. me and Timo both read it differently... I don this we are proposing this as POR in my head.. ill speak to her as well..

Sent: 05/17/23, 00:16:42 AM GMT  
Service: iMessage

Kunnal Vij

I updated the slides.. with 1st pass at the VOs

Sent: 05/17/23, 00:25:59 AM GMT  
Service: iMessage

I see ur still enjoying ur team  
meeting:)

Sent: 05/17/23, 01:04:13 AM GMT  
Service: iMessage

Nate Barton

Yep

Sent: 05/17/23, 01:04:55 AM GMT  
Service: iMessage

Nate Barton

So much fun

Sent: 05/17/23, 01:04:56 AM GMT  
Service: iMessage

Hahha.. i just finished the write up, let me know if you want to sync on it..

Sent: 05/17/23, 01:06:36 AM GMT  
Service: iMessage

Kunnal Vij

ps Patrick is working on getting us more details on YoY changes for cost but asked for a couple of days to get it

Sent: 05/17/23, 01:07:13 AM GMT  
Service: iMessage

Nate Barton

Talk at 9?

Sent: 05/17/23, 01:54:09 AM GMT  
Service: iMessage

Liked “Talk at 9?”

Sent: 05/17/23, 02:09:16 AM GMT  
Service: iMessage

Kunnal Vij

i think the sooner we introduce the  
link, higher the uptake i belive...

Sent: 05/17/23, 03:24:47 AM GMT  
Service: iMessage

Nate Barton

I need a break - can we start at 9:20?

Sent: 05/17/23, 03:49:54 AM GMT  
Service: iMessage

Liked "I need a break - can we start at 9:20?"

Sent: 05/17/23, 03:50:08 AM GMT  
Service: iMessage

Nate Barton

<https://appleinc.webex.com/meet/nb>  
arton

Sent: 05/17/23, 04:23:23 AM GMT  
Service: iMessage

Nate Barton

Is Alex on call with you on  
Wisconsin?

Sent: 05/17/23, 17:16:21 PM GMT  
Service: iMessage

Nope..

Sent: 05/17/23, 17:16:37 PM GMT  
Service: iMessage

Nate Barton

If not, wondering if we should just use sales meeting this afternoon to give a quick update

Sent: 05/17/23, 17:16:38 PM GMT  
Service: iMessage

Kunnal Vij

Sure.. we can after the review..

Sent: 05/17/23, 17:17:08 PM GMT  
Service: iMessage

Nate Barton

Great, let's try to finish the sales deck a few minutes early

Sent: 05/17/23, 17:18:00 PM GMT  
Service: iMessage

Liked "Great, let's try to finish the sales deck a few mi..."

Sent: 05/17/23, 17:18:13 PM GMT  
Service: iMessage

Kunnal Vij

we are splitting the iCal

Sent: 05/17/23, 17:18:46 PM GMT  
Service: iMessage

Kunnal Vij

to make it clear

Sent: 05/17/23, 17:18:53 PM GMT  
Service: iMessage

Nate Barton

Liked "we are splitting the iCal"

Sent: 05/17/23, 17:21:18 PM GMT  
Service: iMessage

Nate Barton

Can you join 11:30 call with me?

Sent: 05/17/23, 18:06:08 PM GMT  
Service: iMessage

Nate Barton

On gift card

Sent: 05/17/23, 18:06:11 PM GMT  
Service: iMessage

Sure..

Sent: 05/17/23, 18:06:29 PM GMT  
Service: iMessage

Kunnal Vij

you room?

Sent: 05/17/23, 18:07:56 PM GMT  
Service: iMessage

Nate Barton

Just sent email with background

Sent: 05/17/23, 18:08:22 PM GMT  
Service: iMessage

Nate Barton

Will email ical

Sent: 05/17/23, 18:08:24 PM GMT  
Service: iMessage

thanks

Sent: 05/17/23, 18:09:11 PM GMT  
Service: iMessage

Kunnal Vij

the Wisconsin one is still going

Sent: 05/17/23, 18:24:53 PM GMT  
Service: iMessage

Kunnal Vij

ill join as soon as this ends..

Sent: 05/17/23, 18:25:02 PM GMT  
Service: iMessage

Nate Barton

i'm worried I'm not going to be able  
to join either

Sent: 05/17/23, 18:25:51 PM GMT  
Service: iMessage

Nate Barton

Maybe...I can

Sent: 05/17/23, 18:26:17 PM GMT  
Service: iMessage

this seems to be nearing the end..  
hopefully ill make it... just stupid  
design debates..

Sent: 05/17/23, 18:26:47 PM GMT  
Service: iMessage

Nate Barton

**Let me now the gist of the  
conversation**

Sent: 05/17/23, 18:27:28 PM GMT  
Service: iMessage

Nate Barton

**W/matt**

Sent: 05/17/23, 18:27:33 PM GMT  
Service: iMessage

yup..

Sent: 05/17/23, 18:27:38 PM GMT  
Service: iMessage

Kunnal Vij

mainly the push will be towards  
commissions option - proposal to  
make it more like an In App purchase  
and not a Weblink... as that was one  
of the issues phil had...

Sent: 05/17/23, 18:28:47 PM GMT  
Service: iMessage

no one like the no commission  
option..

Sent: 05/17/23, 18:29:32 PM GMT  
Service: iMessage

Kunnal Vij

Matt wanted to explore if there is an  
ability to go back to the Judge and  
explore if she is open to exploring  
something like DMA -> needless to  
say weird ask....

Sent: 05/17/23, 18:31:27 PM GMT  
Service: iMessage

the Crux of the conversation is, we  
will try for commission ,

Attorney Client Privilege

Attorney Client Privilege

Sent: 05/17/23, 18:33:52 PM GMT

Service: iMessage

Kunnal Vij

Attorney Client Privilege

Kunnal Vij

thats a simple summary

Sent: 05/17/23, 18:35:09 PM GMT

Service: iMessage

Nate Barton

Thanks

Sent: 05/17/23, 18:36:08 PM GMT

Service: iMessage

Nate Barton

Went as hope/expected

Sent: 05/17/23, 18:36:12 PM GMT

Service: iMessage

Emphasized “Went as  
hope/expected”

Sent: 05/17/23, 18:36:29 PM GMT  
Service: iMessage

Nate Barton

Don't join this gift card call actually

Sent: 05/17/23, 18:36:57 PM GMT  
Service: iMessage

Kunnal Vij

hahaha not worth my time? 😊

Sent: 05/17/23, 18:37:22 PM GMT  
Service: iMessage

Nate Barton

Yes, not worth it

Sent: 05/17/23, 18:39:25 PM GMT  
Service: iMessage

Nate Barton

They are asking for data stuff that we  
have nothing to do with

Sent: 05/17/23, 18:39:41 PM GMT  
Service: iMessage

Loved “They are asking for data stuff  
that we have nothin...”

Sent: 05/17/23, 18:39:58 PM GMT  
Service: iMessage

Nate Barton

jennifer just put another hour on to  
review slides (eddy prep meeting  
tomorrow) at 1pm. Are you okay to  
continue to divide an conquer and  
cover App Store slides

Sent: 05/17/23, 18:42:31 PM GMT  
Service: iMessage

Nate Barton

forwarded you note from Alex on  
infrastructure stuff

Sent: 05/17/23, 18:42:51 PM GMT  
Service: iMessage

Liked "jennifer just put another hour  
on to review slides..."

Sent: 05/17/23, 18:42:53 PM GMT  
Service: iMessage

Kunnal Vij

Thanks.. lets see what we get from  
them

Sent: 05/17/23, 18:44:09 PM GMT  
Service: iMessage

Kunnal Vij

So much fluff here... they didnt even  
get to the finance section 

Sent: 05/17/23, 20:59:11 PM GMT

Nate Barton

Seriously....remind me to take you  
through Jennifer's plan

Sent: 05/17/23, 21:14:35 PM GMT

Service: iMessage

Nate Barton

night and day difference

Sent: 05/17/23, 21:14:39 PM GMT

Service: iMessage

Kunnal Vij



Sent: 05/17/23, 21:15:09 PM GMT

Nate Barton

You feel comfortable with these ranges?

Sent: 05/17/23, 23:26:26 PM GMT

Service: iMessage

Kunnal Vij

yup...

Sent: 05/17/23, 23:27:40 PM GMT

Service: iMessage

Kunnal Vij

i think we can have a lower range as well.. i think 30% is optimistic on the low

Sent: 05/17/23, 23:28:08 PM GMT



Today ▾

**Latika Kirtane** 2:38 PM

hey nate what's up

**Nate Barton** 2:46 PM

on your VLD fee email - I read it as moving to Craig's suggestion is the plan of record, we have figured most out most of the challenges, and we simply want their approval to move forward. is that how you're intending it to read?



1



New

**Latika Kirtane** 4:25 PM

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But need to get Jeff's feedback on whether this update is substantial without the solution to the identifier.